

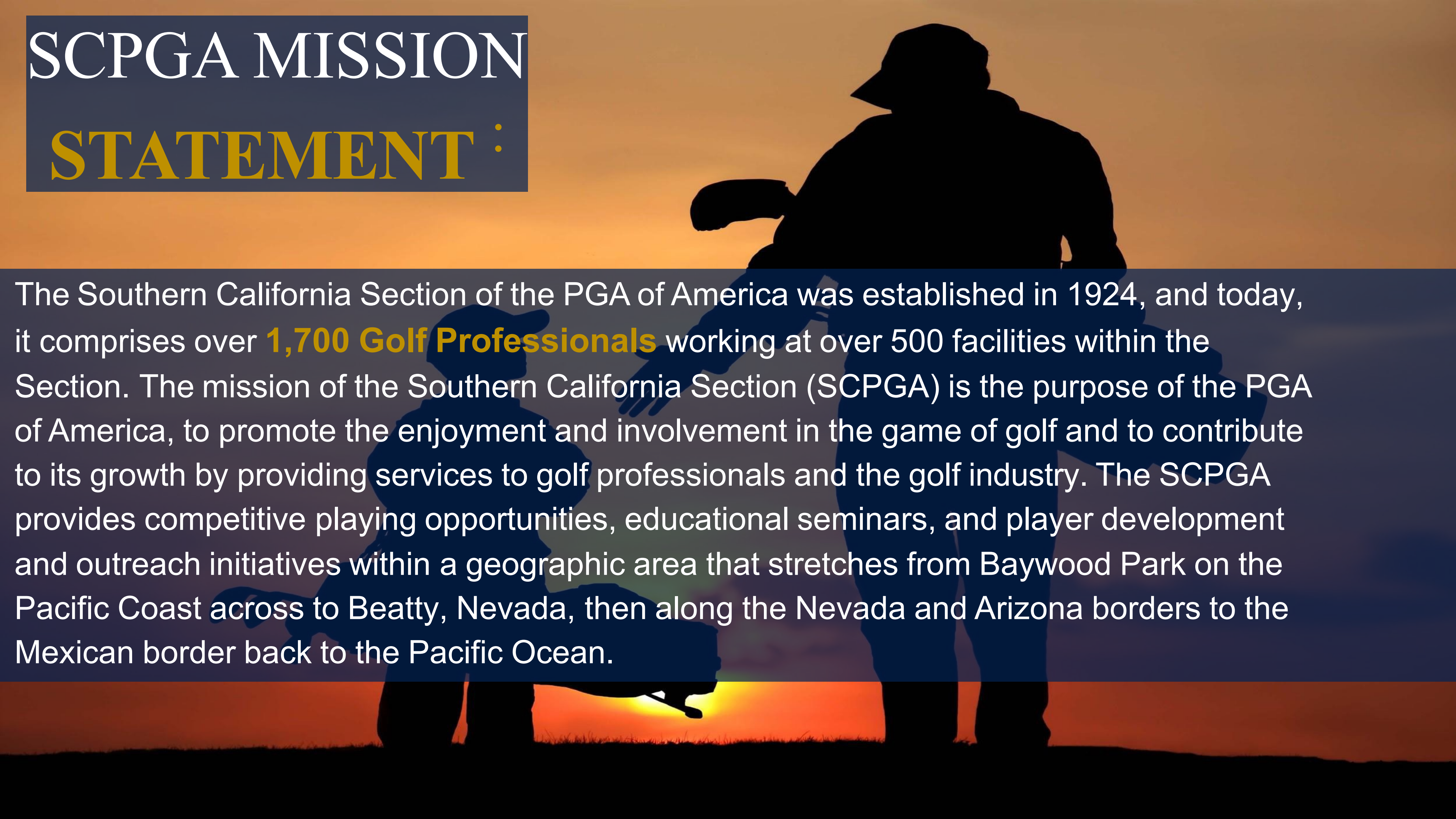


SOUTHERN
CALIFORNIA

STRATEGIC PLAN 2024



SCPGA MISSION STATEMENT :

The background of the slide features a silhouette of two golfers on a green. One golfer is in the foreground, wearing a cap and holding a golf club, while the other is slightly behind and to the right. They are positioned against a warm, orange and yellow sunset sky. The text is overlaid on a dark blue semi-transparent band across the middle of the image.

The Southern California Section of the PGA of America was established in 1924, and today, it comprises over **1,700 Golf Professionals** working at over 500 facilities within the Section. The mission of the Southern California Section (SCPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry. The SCPGA provides competitive playing opportunities, educational seminars, and player development and outreach initiatives within a geographic area that stretches from Baywood Park on the Pacific Coast across to Beatty, Nevada, then along the Nevada and Arizona borders to the Mexican border back to the Pacific Ocean.

The background of the slide features a silhouette of two young women standing on a grassy hill, looking out over a golf course at sunset. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon. The women are holding golf clubs. One woman is on the left, wearing a cap and a long-sleeved shirt, and the other is on the right, wearing a dress. They are both looking towards the right side of the frame.

SCPGA FOUNDATION

MISSION STATEMENT :

The Southern California PGA Foundation's mission is to provide all those who might benefit, **especially youth of all communities**, with opportunities to acquire sustainable life skills and values obtained through the game of golf. The Southern California PGA Foundation is a 501 (c) (3) non-profit organization and operates as a public foundation. The Foundation is involved in and supports the growth of the game of golf through initiatives such as the SCPGA Junior Tour, ClubsForeYouth®, PGA Junior League, Drive, Chip & Putt, Special Olympics, SCGA Junior, CIF, PGA HOPE and California Alliance for Golf, to name a few.

NORTH STARS



MEMBER



GAME



BUSINESS



PEOPLE



MEMBER

Top Priorities:

Member Education
Member Promotion (through Coach
profiles and Player Development
consulting)
Associate Mentoring and Engagement
Recruiting
Marketing SCPGA/PGA Members
to Consumers



GAME

Top Priorities:

Increase Member Participation

Outside event revenue generation
(Opens, qualifiers, etc)

Increase Tournament Purses
(Sponsorship)

Increase Junior Tour Membership
and Tournament Participation

Provide access to the game through
Foundation programming – youth,
military (access, equipment,
instruction)



BUSINESS

Top Priorities:

Operate on a Balanced Budget

Revise Investment Policy

Maximize Investment Portfolio

Increase Section Partners/Sponsors

Increase Foundation
donors/contributions



PEOPLE

Top Priorities:

DEI focus on all Section activities/programs

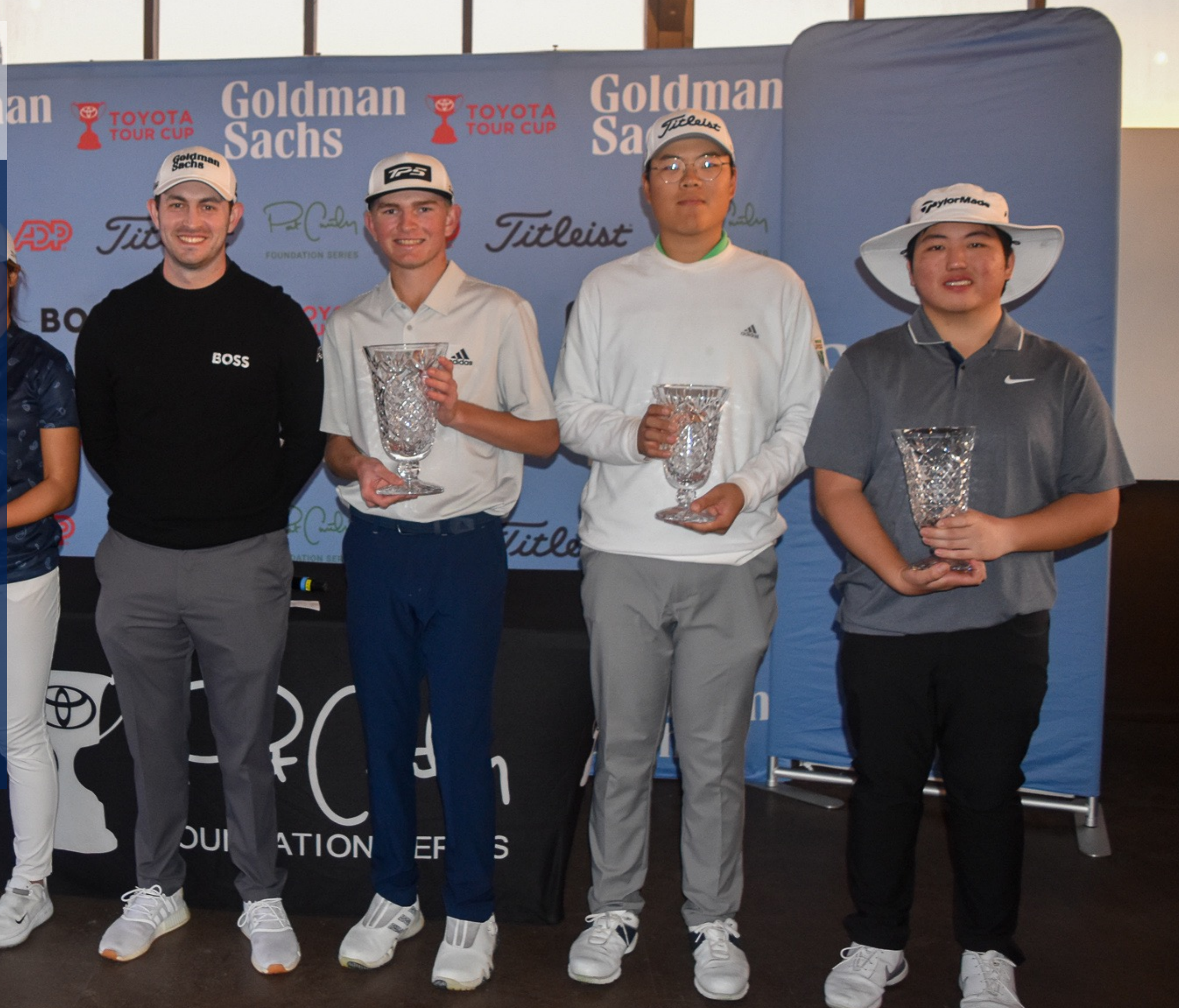
DEI education (Board, Staff, Members)

SCPGA LEAD

Provide opportunities for youth and military through grants, scholarships, instruction

Train, manage and retain Section Staff with a focus on professional development

Foundation Scholarships & Grants



SCPGA BOARD OF DIRECTORS



ERIC LOHMAN
President



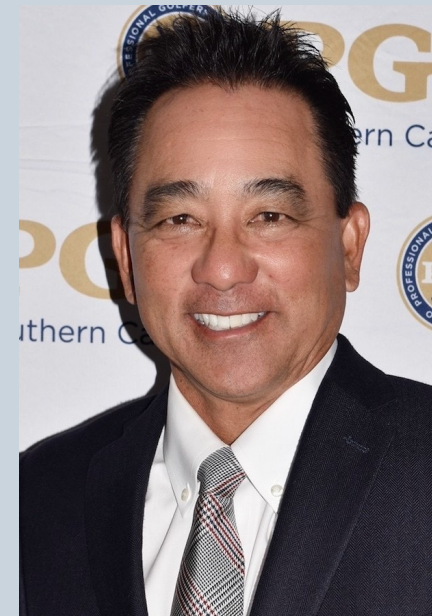
DR. ALISON CURDT
Vice President



JOHN KULOW
Secretary



ROBIN SHELTON
Honorary President



RANDY CHANG
Director



NIKKI PRICHARD
Director



KIM FALCONE
Director



TOM SON
Director



MICHAEL GAINEY
Director



BLAKE JIRGES
Director



ED HOLMES
Independent Director



SCOTT HEYN
Independent Director



MICHAEL HOLYK
Desert



RYAN PRIOR
Inland Empire



GRANT STROBEL
San Diego



STEVE DONAR
Metropolitan



JUSTIN HIGHT
Northern



JOHN MCNAIR
District 11 Director

SOUTHERN CALIFORNIA PGA SECTION STAFF



NIKKI GATCH, PGA



STEPHEN MONDAY



TOM ADDIS III, PGA



KEVIN SMITH



ANTHONY LEONE



BRYCE SEIVER



WILLIAM YANG



AMBERLYNN DORSEY, PGA



KRISTY WATTIMENA



TYLER MILLER



TYLER GLOVER



LISA HANSGEN



DANNY CROSS



MIKE ZAPEL



EDDIE RODARTE, PGA



COLE ALEXANDER



RAY BELMONTE



DEAN POCWIERZ



MATT ROGERS

The Southern California PGA is a team of mission-focused professionals recognized as leaders in the industry whose culture can be defined by the following words:

TEAMWORK , INNOVATION, PASSION, STEWARDSHIP, IMPACT



SOUTHERN CALIFORNIA

Staff Directory Board Member Directory

3333 Concours Street
Building 2, Suite 2100
Ontario, CA 91764

Phone: 951.845.4653

Fax: 951.331.4701

<https://scpga.com/>
info@scpga.com